Expand Value Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction	defeat customer acquisition Why Change? Why Now? Customer Customer Customer Customer Why Stav? Why Evalve?	Apply specific targeted messages for retention and expansion conversations.	 Acquisition ≠ expansion Incumbent advantage Status Quo Bias Expand Value lifecycle 	16 minutes
Messaging Void	partnership planning contract signed adoption ubilization partnership planning contract signed partnership contract adoption ubilization review ubilization review signed contract signed partnership customersuccess signed customersuccess customersuccess customersuccess review customersuccess review customersuccess review revie	Deliver messaging that demonstrates value over the whole lifespan of a customer's contract.	 Messaging Void Commercial Moments – Why Stay & Why Evolve Partnership Planning Business Reviews 	14 minutes
Success Metrics	corporate level margin cash flow business unit level dos rate average quota stamment goft time project level e dos project level e dos project level e dos project level e dos project level	Establish the metrics and outcomes that matter most to your customer when determining partnership success.	Triple MetricTriple Metric linkages	17 minutes
Why Stay Framework	Progress Change goals (goals) (goa	Develop science-backed stories proven to increase customer retention.	 Why Stay Research Why Stay Framework Reinforcing Status Quo Bias 	15 minutes

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Module		Learning Outcome	Key Content	Runtime
Why Stay Message	Document Results Review Proor Plusson Plusson	Use a science-based framework to precisely craft each element of your Why Stay message.	 Using the Framework to Build a Why Stay Message 	18 minutes
Communicate Price Increases	Documers Results Benders Tellers Bende	Use decision science to raise prices without losing customers.	Why Pay More researchWhy Pay More framework	11 minutes
Apologize After a Major Service Failure	01 Offer of Repair		 Service Recovery Paradox Why Forgive Research Why Forgive Framework 	16 minutes
Why Evolve Framework	upride opportunity	Develop science-backed stories proven to increase customer expansion.	 Why Evolve Research Why Evolve Framework Balancing Status Quo Bias 	18 minutes
Why Evolve Message	Document Results Share Hard Truths Opportunity Highlight Evolving Pressures No Change	Use science-backed framework to precisely craft each element of your Why Evolve message	 Using the Framework to Build a Why Evolve Message 	14 minutes



Module		Learning Outcome	Key Content	Runtime
Business Review Meetings	corporate level business unit level project level	Conduce business review meetings that have real impact on customer decision-makers.	 Business Review Participants Business Review Agenda Using number plays to grab attention Customer stories with contrast to 	20 minutes
Memorable Visuals	70% 5µike 20%	Increase the impact and memorability of your message by supporting it with a simple, "big picture" visual.	 Picture superiority effect Whiteboard style visuals Using contrast in visuals Asking someone to draw along 	16 minutes